

ORDER



Orders	Order / Rev:	707275 - 4	
Alt Order #:	06283949		
Product Desc:	OBAMA SCHED C		
Estimate:	1617		
Flight Dates:	08/18/12 - 08/31/12		
Original Date / Rev:	08/16/12 / 08/27/12		
Order Type:	Political		
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	
	Billing Contact:		
		3050 K St NW	
		Washington, DC 20007	
Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	
	Product Codes:	PL-Presidential	
	Priority:	P-2	
	Revenue Codes:	AGY, GEN, POL	
Totals			

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/13/12	08/19/12	5	\$4,420.00	\$3,757.00	August 2012	47	\$50,040.00	\$42,534.00	0.00
08/20/12	08/26/12	42	\$45,620.00	\$38,777.00	September 2012	39	\$42,600.00	\$36,210.00	0.00
08/27/12	09/02/12	39	\$42,600.00	\$36,210.00	Totals	86	\$92,640.00	\$78,744.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Aaron Ashe Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/20/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
10 NEWS-11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			2	\$2,000.00			0.00					
Week:	08/27/12	09/02/12	MTWTF--			2	\$2,000.00			0.00					
2	WTSP	08/20/12	08/31/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			2	\$1,200.00			0.00					
Week:	08/27/12	09/02/12	MTWTF--			2	\$1,200.00			0.00					
3	WTSP	08/20/12	08/31/12	M-F CBS Soaps Young & Restless/Bold & Beuti	CM	M-F 1230-2p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5	\$1,200.00			0.00					
Week:	08/27/12	09/02/12	MTWTF--			5	\$1,200.00			0.00					
4	WTSP	08/20/12	08/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	5	\$1,100.00	P-2	0.00	NM	10	\$11,000.00
10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5	\$1,100.00			0.00					
Week:	08/27/12	09/02/12	MTWTF--			5	\$1,100.00			0.00					

Order / Rev: 707275 - 4
Alt Order #: 06283949
Flight Dates: 08/18/12 - 08/31/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C WTSP-TV
Estimate: 1617

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WTSP	08/20/12	08/31/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	10	\$8,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		5	\$800.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		5	\$800.00			0.00					
6	WTSP	08/20/12	08/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1	\$800.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		1	\$800.00			0.00					
7	WTSP	08/20/12	08/31/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
10 NEWS-530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		1	\$800.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		1	\$800.00			0.00					
8	WTSP	08/20/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		2	\$400.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		2	\$400.00			0.00					
9	WTSP	08/20/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
10 NEWS-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		2	\$400.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		2	\$400.00			0.00					
10	WTSP	08/20/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	10	\$4,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/26/12		MTWTF--		5	\$400.00			0.00					
Week: 08/27/12		09/02/12		MTWTF--		5	\$400.00			0.00					
12	WTSP	08/31/12	08/31/12	M-F 930-10a Millionaire Friday only	CM	930-10a	-----F--	:30	1	\$280.00	P-2	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		09/02/12		-----F--		1	\$280.00			0.00					
E 13	WTSP	08/18/12	08/25/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
10 NEWS-NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		-----S-		1	\$700.00			0.00					
Week: 08/20/12		08/26/12		-----S-		1	\$700.00			0.00					
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
2	WTSP	08/20/12-08/26/12	Sat 6-630p	Sat 6-630p			-----Sa--	:30	1	(\$700.00)	0.00		NM		
Credited [img line 23]															
14	WTSP	08/18/12	08/25/12	Sat 7-730p Inside Edition	CM	7-730p	-----S-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		-----S-		1	\$700.00			0.00					
Week: 08/20/12		08/26/12		-----S-		1	\$700.00			0.00					
15	WTSP	08/18/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	2	\$640.00
CBS THIS MORNING - SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/19/12		-----S-		1	\$320.00			0.00					

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Alt Order #: 06283949
Flight Dates: 08/18/12 - 08/31/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C WTSP-TV
Estimate: 1617

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WTSP	08/18/12	08/25/12	Sat	8-10a	CM	Sat	8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	2	\$640.00
CBS THIS MORNING - SAT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/20/12	08/26/12	-----S-			1		\$320.00									
16	WTSP	08/19/12	08/26/12	LN (Su)		CM	Su	11-1135p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
10 NEWS-11P SU																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/13/12	08/19/12	-----S			1		\$2,000.00									
Week:	08/20/12	08/26/12	-----S			1		\$2,000.00									
17	WTSP	08/19/12	08/26/12	Sun	630-7p	CM	Sun	630-7p	-----S	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
Sun 630-7p 10 News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/13/12	08/19/12	-----S			1		\$700.00									
Week:	08/20/12	08/26/12	-----S			1		\$700.00									
18	WTSP	08/23/12	08/30/12	Thu	Prime C	CM	Thu	10-11p	---T---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
Person of Interest																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/20/12	08/26/12	---T---			1		\$11,000.00									
Week:	08/27/12	09/02/12	---T---			1		\$11,000.00									
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>										
2	WTSP	08/27/12	09/02/12	Thu	Prime C		Thu	10-11p									
Credited																	
[MG LINE 22]																	
19	WTSP	08/20/12	08/24/12	M-F	930-10a	CM	930-10a		M-W-F--	:30	5	\$280.00	P-2	0.00	NM	5	\$1,400.00
Millionaire M, W, F/Paid T, Th																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/20/12	08/26/12	M-W-F--			5		\$280.00									
20	WTSP	08/27/12	08/30/12	M-F	9-930a	10 News, 9a	9-9:30A		MTWT---	:30	4	\$280.00	P-3	0.00	NM	4	\$1,120.00
10 News, 9am																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/27/12	09/02/12	MTWT---			4		\$280.00									
21	WTSP	08/20/12	08/31/12	10	News Special	CM	10 News Special	MTWTFSS	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00	
10 News Special																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/20/12	08/26/12	MTWTF--			2		\$1,200.00									
Week:	08/27/12	09/02/12	MT-T---			2		\$1,200.00									
22	WTSP	08/27/12	08/27/12	Mon	Prime A	CM	Mon 8-9p		M-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
Met Mother/Big Bang Theory																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/27/12	09/02/12	M-----			1		\$11,000.00									
N23	WTSP	08/28/12	08/28/12	7-730p		CM	7-730p		-T-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Inside Edition																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	08/27/12	09/02/12	-T-----			1		\$700.00									

Totals 86 \$92,640.00